



WCPO

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ORDER

Print Date 10/01/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 313499 /

Original Date / Revision
10/01/12 10/01/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street
Philadelphia, PA 19103

Product

Candidate. Friends of Brown 10.2

Agency Com 15%

Billing Contact

1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Week # 5 60s

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	22	\$19,847.50	\$23,350.00	0.00	10/01/12	10/08/12	22	\$19,847.50	\$23,350.00
Totals	22	\$19,847.50	\$23,350.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/02/12	10/08/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	1:00	4	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--		4			\$800.00			0.00			
		Week: 10/08/12	10/14/12	M-----		1			\$800.00			0.00			
N 2	WCPO	10/02/12	10/08/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	1:00	4	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--		4			\$600.00			0.00			
		Week: 10/08/12	10/14/12	M-----		1			\$600.00			0.00			
N 3	WCPO	10/02/12	10/08/12	M-F 530-6p News	CM	528-6p	MTWTF--	1:00	4	\$2,000.00	P-3	0.00	NM	5	\$10,000.00



WCPO

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Contract / Revision 313499 Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Friends of Brown Estimate # Week # 5 60s

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 530-6p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -		4				\$2,000.00		0.00			
Week:		10/08/12	10/14/12	M- - - - -		1				\$2,000.00		0.00			
N 4	WCPO	10/02/12	10/08/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF - -	1:00	4	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
M-F 1135p-1202a Nightlir															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -		4				\$1,000.00		0.00			
Week:		10/08/12	10/14/12	M- - - - -		1				\$1,000.00		0.00			
N 5	WCPO	10/02/12	10/08/12	SU GMTS 8-9a	CM	8-9a	- - - - - S	1:00	1	\$750.00	P-3	0.00	NM	1	\$750.00
SU GMTS 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - - S		1				\$750.00		0.00			
Week:		10/08/12	10/14/12	- - - - -		0				\$0.00		0.00			
N 6	WCPO	10/02/12	10/08/12	SU GMA 7-8a	CM	7-8a	- - - - - S	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
SU GMA 7-8a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - - S		1				\$600.00		0.00			
Week:		10/08/12	10/14/12	- - - - -		0				\$0.00		0.00			
													Totals	22	\$23,350.00